

Appl. No. : **09/710,690**
Filed : **December 10, 2000**

Amendments To The Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-20(cancelled)

21. (Currently Amended) A method, comprising:

receiving an order over the Internet at a server, via a web-based interface, said order received from a consumer, said order specifying at least one product to be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer;

sending contents from said order, from said one of said order fulfillment locations based on said determining, to the consumer, using a shipping method;

Appl. No. : 09/710,690
Filed : December 10, 2000

subsequent to said sending, receiving information indicative of ~~allowing~~ the consumer having returned to return the contents from said order to a local retailer, where said local retailer is different than said server and different from said one of said order fulfillment locations, ~~and~~

responsive to said consumer returning said contents, refunding the payment received as part of said payment information;

maintaining an inventory management system that determines for said plurality of fulfillment locations, amounts of inventory maintained at least at a plurality of said fulfillment locations; and

storing, in said inventory management system, information indicative of inventory at local retailers, and also storing information indicative of other local retailers, and using said information to select one of said retailers to send said products, and using said refund of said item to increase an indication of a number of items stored at said retailer in said inventory management system.

22. (cancelled).

Appl. No. : 09/710,690
Filed : December 10, 2000

23. (Currently Amended) A method as in claim 2221, wherein said determining comprises determining an order fulfillment location to send said product which is physically closest to said consumer.

24. (Currently Amended) A method as in claim 2221, wherein said determining comprises determining an order fulfillment location to send said product which is within a specified mailing time to said consumer.

25. (cancelled).

26. (Currently Amended)

A method, comprising:

receiving an order over the Internet at a server, via a web-based interface,
said order received from a consumer, said order specifying at least one product to
be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a
plurality of different order fulfillment locations to send said at least one product to
said consumer;

Appl. No. : 09/710,690
Filed : December 10, 2000

sending contents from said order, from said one of said order fulfillment
locations based on said determining, to the consumer, using a shipping method;
subsequent to said sending, receiving information indicative of the
consumer having returned to return the contents from said order to a local retailer,
where said local retailer is different than said server and different from said one of
said order fulfillment locations,
responsive to said consumer returning said contents, refunding the payment
received as part of said payment information~~A method as in claim 24,~~ wherein said
order fulfillment locations have different ~~names~~ brands than a ~~name~~ brand
associated with said server which receives said order, and wherein said order
fulfillment location receives said ~~name~~ brand associated with said server.

27. (Currently Amended) A method as in claim 26, further comprising
sending information from said server which defines ~~rebranding packaging~~ the
order in branded packaging at the order fulfillment location using said ~~name~~ brand
associated with said server.

28. (Currently Amended) A method as in claim ~~24~~ 26, further comprising
informing the order fulfillment location when the consumer returns a product.

Appl. No. : **09/710,690**
Filed : **December 10, 2000**

29. (Currently Amended) A method as in claim ~~22~~ 21, further comprising analyzing information indicative of orders to determine product trends based on geographic territory.

30. (Currently Amended) A method as in claim ~~22~~ 21, further comprising analyzing information indicative of orders to determine product trends based on demographics.

31. (Currently Amended) A method, comprising:

receiving an order over the Internet at a server, via a web-based interface, said order received from a consumer, said order specifying at least one product to be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server;

Appl. No. : 09/710,690
Filed : December 10, 2000

~~rebranding~~ sending, from the server, information indicative of packaging the order at the order fulfillment location in branded packaging, said branded packaging using said name associated with said server; and

sending contents from said order to the consumer, from said one of said order fulfillment locations based on said determining, and including said rebranding, using a shipping method, said sending being to said consumer.

32. (Previously Presented) A method as in claim 31, further comprising, subsequent to said sending, allowing the consumer to return the contents from said order to a local retailer different than said server and different from said one of said order fulfillment locations, and

responsive to said consumer returning said contents, refunding the payment received as part of said payment information.

33. (Currently Amended) A method as in claim ~~31~~ 32, further comprising maintaining an inventory management system that determines for said plurality of fulfillment locations, amounts of inventory maintained at least at a plurality of said fulfillment locations, and using said refunding to increase an indication of a number of items stored at said retailer in said inventory management system.

Appl. No. : **09/710,690**
Filed : **December 10, 2000**

34. (Currently Amended) A system, comprising:

an Internet server, running a program having a web-based interface, capable of receiving an order from a consumer, where said order specifies at least one product to be purchased, and which also receives payment information from said consumer over the Internet;

an inventory management system, maintaining information indicative of inventory, and determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer, and sending information to said one order fulfillment location, indicating that said order should be sent to said consumer using a shipping method;

a return system, which determines that the consumer has returned the contents from said order to a local retailer different than said server and different from said one of said order fulfillment locations, and responsive to said consumer returning said contents, refunding the payment received as part of said payment information, and using said refunding to increase an indication of a number of items stored at said retailer in said inventory management system.

Appl. No. : **09/710,690**
Filed : **December 10, 2000**

35. (Previously Presented) A system as in claim 34, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server.

36. (Currently Amended) A system as in claim 35, further comprising a ~~rebranding~~ system that receives information indicative of packaging the ~~rebrands~~ ~~the order~~ at the order fulfillment location using said name associated with said server.

37. (New) A system as in claim 34, wherein said internet server analyzes information indicative of orders to determine product trends based on geographic territory.

38. (New) A system as in claim 34, wherein said internet server analyzes information indicative of orders to determine product trends based on demographics.